

# Southern Utah Visitor Profile Summary

## 2000/2001

<b>AGE</b>		<b>TRANSPORTATION</b>		<b>PURPOSE OF STAY</b>		<b>ACTIVITIES</b>		<b>SATISFACTION</b>	
Average (years)	41.1	Motor Vehicle	76%	<b>Leisure</b>	<b>74%</b>	<b>General Spending (Net)</b>	<b>47%</b>	Average	8.0
18-34 Years	48%	Air	4%	Other Personal	20%	Dining	34%	8-10 Excellent	75%
35-49 Years	33%	Other	20%	Visit Friends/Relatives	17%	Shopping	25%	4-7 Fair/Good	22%
55+ Years	19%			General Vacation	16%	Entertainment	17%	1-3 Poor	3%
		<b>ACCOMMODATIONS</b>		Getaway Weekend	14%	<b>Outdoor Sports (Net)</b>	<b>35%</b>		
<b>LIFESTAGE</b>		Hotel	49%	Special Event	7%	Hike/Bike	16%	<b>VALUE</b>	
18-34/No Children	12%	Private Home	28%	<b>Business</b>	<b>26%</b>	Adventure Sports	9%	Average	7.4
18-34/Children	35%	Paid non/Hotel	19%			Golf	6%	8-10 Excellent	48%
35-54/No Children	12%	Other	4%	<b>ORIGIN MARKETS</b>		Hunt/Fish	3%	4-7 Fair/Good	48%
35-54/Children/<\$50K	6%			<u>States</u>		Snow Ski	2%	1-3 Poor	3%
35-54/Children/\$50K+	15%	<b>RESERVATION TYPE</b>		Utah	47%	Boat/Sail	2%		
55+/No Children/<\$50K	5%	No Reservation	38%	Nevada	24%	<b>Nature (Net)</b>	<b>28%</b>	<b>EXPENDITURES</b>	
55+/No Children/\$50K+	13%	Reservation	62%	California	12%	National/State Parks	21%	Average (per person per day)	\$81
		Direct to Location	23%	Colorado	4%	Camping	7%	Transportation	28%
<b>HOUSEHOLD INCOME</b>		Toll-Free Number	16%	Arizona	3%	Eco-Travel	4%	Food	24%
Average AHH Income	\$49,700	Other	9%	Wyoming	1%	Beach/Waterfront	4%	Shopping	17%
<\$25,000	22%	Computer/Internet	8%	New Mexico	1%	<b>Sightseeing (Net)</b>	<b>25%</b>	Room	15%
\$25K-\$49,999	26%	Corporate Travel	3%	Oregon	1%	Sightseeing	23%	Entertainment	12%
\$50K-\$74,999	38%	Travel Agent	3%	New York	1%	Group Tour	2%	Other	4%
\$75,000+	14%			Texas	1%	<b>Culture (Net)</b>	<b>11%</b>		
		<b>SEASON OF TRAVEL</b>		<u>DMA's</u>		Historic Site	7%	<b>LENGTH OF STAY</b>	
<b>OCCUPATION</b>		Spring (Mar-May)	22%	Salt Lake City	48%	Concert/Play/Dance	3%	Average	2.5 Nights
Manager, Prof.	33%	Summer (Jun-Aug)	34%	Las Vegas	23%	Cultural Activity	2%	1-3 Nights	78%
Tech., Sales, Admin.	14%	Autumn (Sep-Nov)	25%	Los Angeles	8%	Festival/Craft Fair	1%	4-7 Nights	19%
Service	9%	Winter (Dec-Feb)	19%	Denver	3%	Museum/Art Exhibit	1%	8+ Nights	3%
Other	8%			Phoenix	3%	<b>Attractions (Net)</b>	<b>7%</b>		
Retired	13%	<b>PARTY COMPOSITION</b>		Sacramento	2%	Theme Park	2%	<b>ONE-WAY DISTANCE</b>	
Not Employed	23%	Avg. Party Size	2.9 Pers.	Albuquerque	1%	Sporting Event	2%	Average Distance	369 Miles
		One Adult	23%	San Diego	1%	Night Life	2%	1-250 Miles	42%
<b>EDUCATION</b>		MM/FF	8%	Colorado Springs	1%	Gamble	1%	251-500 Miles	44%
No College	33%	3+ Adults	8%	Monterey	1%	Shows	1%	501-750 Miles	6%
Attended College	24%	Couples	26%					750+ Miles	8%
College Grad.	42%	Families	35%						
Post-Grad. Degree	14%								